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AN OUTLINE OF THE BUSINESS SIDE OF DENTISTRY

By EDWARD S. BARBER, D. D. S., Chicago, Ill.

I have been asked to write a paper on how financial success can be obtained in dentistry. This is a hard subject and the ideas which I will give you have required a great deal of study, and have taken me ten years to figure out to my own satisfaction. At the present time I am giving a course of lectures on this subject, which are as extensive as any one single course given in the dental colleges. To present this matter intelligently in one single paper will be impossible, since the subject of suggestion alone is taken from a course on this subject comprising twenty-five lectures. This paper, then, will be merely an outline of the entire subject, covering the principal points, and will give you something to think about, and I hope raise a doubt in your minds and set you to thinking.

The three principal points necessary to success are salesmanship, suggestion and elim-

ination of pain. Of these three the latter is probably the most important, for I believe that a poor workman who would entirely eliminate pain from his practice could build up a business of at least \$10,000 a year—whereas many a good workman has failed entirely because of the great drawback to our profession, namely, pain. How much greater success, then, can be achieved by the expert workman who can at all times perform any dental operation without pain. To arrive at this condition, it is first of all necessary to perfect one's knowledge of dentistry to the point where one can "deliver the goods." Any college education is simply an outline for study. Most dentists, however, close the books upon leaving college and depend upon earning a livelihood through the smattering of knowledge received in school.

In talking with a prominent

lawyer, I remarked that I could never have made a success of law, having such a poor memory for names and places that I would probably never remember the laws well enough to quote them in court. He told me that his law course simply taught him how to study and where to look for the things he needed, and that each case required particular preparation, and that the only advantage in having studied law was that the lawyer knew better than the laity where to find the references applying to each case.

College is play; the real work comes after. The dentist who does not study soon becomes a back number, and while he will undoubtedly learn a great deal from experience, he can learn a thousand times more by reading dental journals and attending clinics given by brother practitioners, where he can see the actual operations performed. I believe no dentist should read less than five dental journals, and ten would be a good investment. I take all the journals in the world that are published in English. Most of the articles written are a rehash of what has gone before, but nevertheless should one gain a single new idea through reading an entire journal, it might easily be worth a hundred dollars when used in his own practice.

The dental colleges are making a great mistake today in not giving the boys at least a one year's course in busi-

ness. The average dental student starts in at a tender age, knowing nothing of business nor of handling people. Quite often a fond father or foolish mother sends him to school to learn a "gentleman's occupation," without consulting the boy's tastes to see whether he is by nature at all fitted for the profession, and probably spoiling a good farmer to make a bad dentist, in consequence. At all events, he graduates and is sent out to practice on a long-suffering public the theories which men such as himself have taught him. As a result, about fifty per cent quit inside of the first five years, and of the balance not ten per cent get anywhere.

Many fathers, while wise enough in their own generation, give their sons a handicap at the start by over-indulgence and inexperience. If my son ever studies dentistry he will get some outside business experience first, and decide for himself whether he wants the course and then he can have the glorious opportunity to work his way through college the way his dad did; for this is the greatest thing, I believe, that can ever happen in a man's lifetime, and the fellow who didn't have that privilege has missed experience that money won't buy.

First of all, I believe no boy should study a profession until he has had several years business training, for his later success in handling patients and getting his fees will depend more on that item than on his

knowledge of dentistry. A great deal of this knowledge could be imparted by the schools, or later by papers in the societies, and probably will in time, but that time is not yet.

When the *Digest* commenced its excellent line of articles on the "Business Side of Dentistry" something happened right away. The over-ethical members, thinking they had a duty to perform, started to bombast and roar, and the old line journals, fearing to keep silent, followed suit, but all to no avail, and why? Simply because the body of dentists at large are more interested today in solving the problem of how to pay their grocery bills and provide for their families in comfort than they are in listening to the moth-covered theories of the old-timers. The result was a gain of about 10,000 paid subscribers in two years; showing that at least one dentist in every four in the United States today is waking up and looking out for his financial interests. Letters from many of these men show they are using the Twentieth Century advice the *Digest* has spread broadcast, with a marked change for the better in their financial condition.

With at least one dentist in every four interested in this financial proposition, it is time for the societies to face the matter squarely and make the financial question the coming issue and settle once for all

the question of getting business.

It is certainly as reasonable for dentists to "get business" as for any other man of affairs. The professional man has been too long in the clouds and regarded himself a little better than men in other occupations. But is he, and does his wife ever look with envy on the wife of the butcher or bricklayer because they have better clothes and ride in autos while she has to walk?

The dental journals furnish a continual post graduate course. In looking over the articles which apply to the business side of dentistry alone, in eleven dental journals I found enough material to make an entire college course in three issues. These articles are all good, and I wish every dentist could read them; for this reason I will enumerate them and you can probably find all the copies in your library:

1. ORAL HYGIENE, March, 1912: "Common Sense." Same number: "Care of the Teeth." Same number: "How to Prevent Decay of Teeth."

2. *Dental Digest*, February, 1912: "Business System in Dentistry." Same number: "Brother Bill's Letters." *Dental Digest*, January, 1912: "Brownstone Dentistry."

3. *Dental Brief*, February, 1912: "Shimura on Hard Foods."

4. *Dental Register*, February, 1912: "Dental Economics."

5. *Dental Review*, March,

1912: "Unnecessary Pain During Dental Operations."

6. *British Journal of Dental Science*, February, 1912: "Professional Fees."

7. *Pacific Dental Gazette*, February, 1912: "The Potency of Suggestion in the Practice of Dentistry."

8. *Dominion Dental Journal*, February, 1912: "Anesthesia in Dental Surgery." Same number: "Elimination of Credit."

9. *The Bur*, January, 1912: "Health Bulletin."

Not all the good business ideas are found in dental journals, however; in fact, most of my help has come from outside, and I will simply mention a few helps that every dentist should have in his library.

1. Sheldon Course of Scientific Salesmanship.

2. Parkyn, on "Suggestion."

3. DeFord and Hewitt, on "Anesthetics."

4. Practical Dentistry by Practical Dentists, by Bromell.

5. Sylvester Simon, on Physical Perfection.

6. The Mechanical Side of Anatomical Articulation.

7. The Life of Napoleon.

All of this is somewhat preliminary, and probably rather dry, but I maintain that to succeed in any business one must first know that business a little better than his competitor does, and then devote all his time to that business, and if he does not like the business to get out and do something else.

Personal appearance has a great deal to do in making for success. First of all, absolute cleanliness, a clean collar and clean shave each morning, good clothes, well pressed, and the finger nails kept absolutely clean. After this, the next impression produced on a patient is the appearance of the office. This should also be scrupulously neat and clean at all times. It is better for most dentists to consult with a reliable dealer, and accept his ideas mostly as to furnishing and equipment, for that is his business and most dental salesmen know a hundred per cent more about what the public wants than do the dentists. If your furniture is a little better than your competitors', the word is soon passed around that you are certainly modern and up-to-date and must be making money or you could not afford such a fine office.

Everyone likes to see success, and will patronize you if they think you are busy, whereas, if they think you have nothing to do, they will generally go elsewhere; for this reason it is a wise plan to always be in the office during office hours and attend strictly to business. The fellow who puts in his time loafing in pool-rooms and behind the drug store counter, will soon get a bad reputation among the women, and they form a large proportion of every practice.

Good health is one of the principal assets in dentistry.

Our work is hard and confining, and the natural inclination is to shirk physical exercise, although a certain amount of it is absolutely necessary. The course outlined in Professor Simon's book is sufficient for our purpose, and fifteen minutes time per day devoted to these exercises, followed by tepid bath, will tend to keep one physically fit for the work of the day. Horseback riding and automobiling are more desirable outdoor exercises than walking, and the main proposition is to take any form of exercise that will exercise the lungs, for we work in a stooping posture, which not only interferes with proper breathing, but cramps the intestinal tract and interferes with digestion. We all know that dentists die at least ten years earlier than men in other professions, largely caused by kidney troubles and things of that sort. I personally know that when I am feeling fine I can meet a new patient and on a large case sell my services for \$100 more than I can on a day when I am feeling badly.

Business men everywhere recognize the importance of making friends. Otto H. Fink, in a newspaper interview on "How to Acquire a Million Dollars," states that he makes it a point to meet every caller personally and to send him away with a pleasant word, no matter how trivial his business may be. He says that should a lead pencil salesman come into his office, he

would ask him to be seated and pass the time of day and in case he did not need any lead pencils would tell the man so kindly and ask him to call again. This very same unimportant salesman might later hear of some buyer for Mr. Fink's line and recommend Mr. Fink as a prince of good fellows, and hand out a selling talk which might land an order.

We do most of our dentistry for our friends, and for this reason we should make friends with the people who can pay the fees we desire. Many dentists make the mistake of associating almost entirely with dentists. Now, we get our money from the laity, and our leisure time should be largely devoted to becoming acquainted with the people who will help us in a business way. Always be a dentist and be ready to educate on dental subjects at all times. However, do not make the mistake of "talking shop." The way to talk your proposition to a successful man is to make him ask questions. This is easily done by becoming interested in his line of business and by skillfully leading him on with questions. Make him tell you his story of how he succeeded and how he is doing business. This not only broadens your knowledge of affairs but tickles his vanity and makes him feel that you appreciate what he is doing. After a while he will begin asking questions about your business, and then if you happen to

know your business you can answer in a simple, straightforward way and tell him about the campaign of education that has been begun for the benefit of humanity by dentists, what the benefits of good teeth mean to the general health and the special kind of work that you are doing. He will usually tell you that he has some work that needs to be done and that he has put it off for fear some dentist would hurt him, and at that point you can explain to him how any operation can be done painlessly through the administration of nitrous oxide-oxygen in the analgesic stage.

It is a wise plan to associate with men who are older than you are and who have had more business experience, for from them you can always learn something, and most men over forty years of age need a considerable amount of dental work done and usually have the money to pay for it, whereas with the young fellow you will probably have to spend your time teaching him and should he require dental services, he usually cannot afford a fee worth while.

Most people go to the dentist when they are in pain, and say: "Doctor, this tooth aches, I want you to fix it." Most dentists "fix" the tooth indicated and the patient goes away not to return until the pain drives him back.

As I see the situation today, most dentists exist simply because there is enough present pain to make relief necessary.

Dentists, however, have a higher function to perform, and dentistry of the future will spread a campaign of education over the country which will do much to overcome the bad health of thousands. Acting in a preventive sense, dental services are much more valuable to the patient than are the services of a physician who palliates or cures chronic conditions bad teeth have caused. Should the new patient complain of pain, it is well to relieve it at the first visit, simply to exhibit your skill. At the next visit I usually have a heart-to-heart talk with the patient, lasting nearly an hour, in which I give him my selling talk and either land the case for all the work needed in that particular mouth, or dismiss him as hopeless and never see him again. Each dentist must perforce learn his own "selling talk," and no particular rule will apply to every case. A dentist has to literally sell himself. He cannot tell the patient he is the best dentist in town, for that would simply be "quackery." He can often leave this impression in the patient's mind, however, by educating him as to his condition, and for this reason I believe the knowledge of physiology is one of the most valuable aids I have ever found.

Dr. Evans states that nearly all disease enters the body through either the nose or mouth. That probably 90 per cent comes through the mouth alone. How important then

that the mouth itself should be in a healthy condition. The teeth must be in proper contact and occlusion in order to masticate the food thoroughly, for there are no teeth in the stomach, and unless mastication and insalivation are accomplished in the mouth, a large portion of the food taken simply rots in the intestines, and this process of eating, if continued for a considerable time, will certainly cause indigestion and disease of the alimentary tract.

I believe the strongest talk a dentist can make to his patient is a health talk. Most people look upon a dentist as a skilled mechanic, and upon the physician as a professional man. For this reason our talk should be from the standpoint of a physician rather than from that of the dentist, and I try to eliminate teeth as much as possible in educating the prospect, for teeth seem such a small matter to most individuals, while their general health is something they all are usually interested in.

As we all know, the bulk of our food is of a starchy nature, such as vegetables, bread-stuffs, pastries, etc., and before this starch can be assimilated by the system, it must first be changed to sugar by the action of ptyalin in the saliva, which produces this chemical change. In order to do this, the food must be thoroughly chewed, and insalivated. Otherwise, starchy foods are carried through the system practically unchanged and

eliminated as waste matter, while during this process fermentation and decomposition have been going on, filling the body with poisonous gases. The proper chewing of food is absolutely necessary to continued health, and in the case of Horace Fletcher, who was given up to die at the age of 50 by his physicians, the proper chewing of food restored his health and made of him a strong, vigorous man at 70.

It is well to have a perfectly occluded anatomical model of the mouth. With this you can show the patient how the teeth ought to be, and then by making models of their own mouth, you can show them the necessary changes through inlays and bridge work which will restore their teeth to accurate occlusion and contact, and then by teaching them to choose hard foods such as rye bread, grape nuts, the rougher cuts of meat and the coarser vegetables, and to chew them thoroughly, or as Fletcher says, to the point where the taste is gone, you will soon find a marked improvement in the general health. In fact, I have often been able to increase the weight in an anæmic patient from 20 to 30 pounds in a few months where the services of a physician had failed. For this sort of work the public will pay the fees you ask, and will do so gladly. I believe it is always fair and wise to have a definite understanding about fees before commencing an operation. If you wish to buy a suit of

clothes you first examine the cloth, and then learn the price. The laity as a rule have very little conception of the value of professional services. Provided you have made your selling talk effective, and have shown the patient that you can give him something he needs, and do not talk fees until you have entirely finished your selling talk, you will have him to the point where he will ask you: "Now, Doctor, I know this is a good thing, but maybe I will have to get some terms on the payment." And should you give him terms, he will consider this a favor and will live up to this agreement and pay the bill if you are able to deliver the goods, instead of trying to Jew you down on prices, which he will invariably do if you make him a talk from the mechanic standpoint.

I believe in securing a deposit of from one-third to one-half the entire amount before commencing the operation, with an understanding that the balance is to be paid in from thirty to sixty days. If you make this arrangement beforehand, it will appear to the patient as a straightforward, business proposition. But should you wait until a share of the work is done and then begin asking for money, the patient may think you are suspicious of his intentions to pay, or may think that you are hard up and not able to carry an ordinary account, either of which makes work for the bill collector. In following out

the above system I only lost \$8 in my practice last year, and that particular amount was with a patient where I had made no preparation, but did the work and made my business talk afterwards.

In my own practice all the cavity preparation is done under nitrous-oxid-oxygen analgesia. By so doing I am able to promise the patient at the outset that there will be absolutely no pain throughout the operation, and tell him that in case I do hurt him he does not need to pay me anything. This proves my own faith in the anesthetic, which greatly reassures the patient. It is so easy to use this preparation that I cannot see why every dentist in this broad land of ours does not at once get busy and make use of it.

At the present time we are only scratching the surface. I do not believe 10 per cent of the necessary dental work is being done, and the reason for this in most cases is not because of its cost, but because of the fear of pain. Once having proved to the ordinary individual that you can do his work without pain, he will have you do, not only the tooth that was hurting him, but all the necessary work in his mouth, and instead of a fee of a few dollars one can usually secure a fee of several hundred dollars. We all know that it costs as much to educate a patient for a \$2 fee as for a \$200 fee, and that there is a great deal more profit in proportion in large cases than

in small ones. This does not mean that the dentist must charge large fees per tooth, but it does mean that should each patient have all the necessary work done it means large fees per patient, and since with analgesia one can work three times as rapidly as without, and since patients will pay double for work done without pain it naturally follows that any dentist can increase his practice a hundred per cent in a few months by following this system. In this connection especially, suggestion is very useful. The patient is kept in an intoxicated condition, where he is easily influenced by outside conditions. In talking to each patient we either suggest fear or

safety. By suggesting to the patient that he is all right, that he is a fine patient and that you are getting along splendidly with his case, you keep him interested and make the operation easier and pleasanter for both of you, and he will thank you for all this, and will insist on shaking hands before he leaves your office and you will find that the bill for this class of work is always paid and that the patient feels you have given him more than he has given you—and that you have done something for him that no other dentist could do. This establishes a different relationship between dentists and patients than ever before, and makes life worth living.

MINIMUM PRICE FOR A SINGLE RUBBER DENTURE

In the December, 1911, issue of ORAL HYGIENE, in connection with an article headed "Common Sense," an artificial denture time chart was sent to each reader. It had been hoped the article showing results from the returned charts might be printed promptly, but various delays have occurred. However, the author of the "Common Sense" article has at last compiled his figures and presents them herewith, accompanied by a strong plea that a more business-like basis of charges be instituted by the dental profession.

From a high authority—President Pritchett, of the Carnegie Foundation—we learn that the practice of medicine scarcely pays now and tends to pay even less. "It is becoming more and more a profession to which men give themselves from ideals of public service, recognizing that the average practitioner is to obtain little more than a comfortable living, and in many cases not even that. The parent who seeks for his son a remunerative occupation should look elsewhere."

Everybody knows that teaching does not pay and preaching pays still less; while literature—if you measure the total bulk of time expended against the gross receipts—represents a positive deficit. There remains the law, in which a sufficient agile youth may now and then overtake a fortune; but the grand prizes are few and the average income is about equal to that of a good carpenter.

Dentistry may be classed with the above.

Thus, of the old professions,

none pay. A diligent and skillful man may make a comfortable living and keep up the premiums on his life insurance. Why, then, do practitioners of the learned professions persist in trying to make them pay? How much they might simplify professional life by going in frankly for "ideals of public service"—with a reasonable pension! Probably, as a matter of fact, there are more furtive Socialists among professional men than professed ones among workmen.—*Saturday Evening Post.*

From the above it would seem that the men in the profession have not much outlook for the future, but it does not behoove us to stay dormant but to agitate for a movement whereby such conditions may be remedied. We cannot pretend to do it in these other professions, but we can help our own to a very material extent; treat it as merchants treat bad conditions in their business, by analysis. Let us contrast and compare and get at the cause and then outline a policy that will bring order out of chaos.

In these days of "Studying the Cost of Conducting a Business," which has been going on over the country, it is only right that we dentists should fall in line and study our own profession, with a view to proper remuneration, because if we don't we will go to the wall. A man is more sure of himself, and has more confidence and poise in quoting prices, if he has studied and *knows* of what he is saying. A man who has "timed" himself on different operations, knows *why* he is asking a better price for work that the

other man who just charges a certain price for no other reason than that it is the custom. Considering that a dentist of ten years' standing is only averaging \$1,500.00 net income per year, and the cost of living still going higher, he realizes that something must be done in order to hold his footing among men of the same standing in other vocations.

There has been an awakening all over the country among the dentists, in regard to the right minimum prices of different pieces of work manufactured by the dentist and an earnest demand for authentic data to work from has been vigorously solicited.

Dentists want to know. There are now some live men in the profession and they are no longer content with just making a living no better than a good carpenter, a bricklayer or draughtsman. They consider that they have spent more money and time for their education and have more responsibility, being dentist, educator, salesman, book-keeper and manufacturer all in one. If a man assumes more responsibility and goes into business he deserves to be paid better than a man who is just hired, with the main burden on his employer's shoulders, and the dentists are waking up and wanting to know just why their work does not compare favorably in price with other things that are supplied by manufacturers in other branches of work.

They have a right to know and until they do, dentistry will not stand where it belongs, for in order to attract the best brains to it it must also be possible for a man to make something more than a living.

Times are changing more rapidly now than ten years ago and dentistry is also changing very rapidly. The average dentist can not keep up with it. *It costs every dentist more today to conduct business than ten years ago and his prices for work remain the same*, and he has to do more work to make it up. Right there he is going back—out of date. Therefore we are going to show him how he may help himself.

Remember these words throughout this article, *contrast and comparison*, because everything is governed by it.

We are going to contrast our work, considering wearing value, with other work in different lines and compare prices with other goods rendered by merchants, weighing service for service and note the results.

If you pay \$30.00 for a suit and it wears for one season, why should your patient expect your \$30.00 piece of work to last ten years?

If you buy two \$5.00 pair of shoes and they last one year, why can't you ask \$10.00 for a good crown lasting ten years?

If a workingman pays 50c for a theater ticket, for one night, he can afford to pay

\$3.00 for a good amalgam filling lasting ten years.

If a lady in ordinary circumstances can afford to pay \$75.00 for a medium class set of furs, which she only wears a few hours per week for four months a year, she can afford \$60.00 for a good, well articulated, carefully made denture, which she wears all the time, and on which she will eat 10,000 meals in ten years.

Contrast and comparison; ponder it. Open your eyes.

According to Dun's report living has gone up 50 per cent in the last ten years. This means the living of dentists also. That is, your \$150 only goes as far now as \$100 did ten years ago, and if your prices in dentistry remain the same you have to work half as hard again to accomplish the same results in a given time as you did ten years ago. Think about this.

An instance in your own profession. Comparing some expenses of two offices of ten years ago and today:

1902.

Telephone	None
Office girl, per week.....	\$ 5.00
Foot engine.....	36.00
Foot lathe	16.00
Brass cuspidor	3.50
Dental chairs	125.00
Cabinets	60.00
Foot bellows	5.00
Porcelain furnace.....	None
Switch board.....	None
Typewriter	None

1912.

Rents	33% more
Telephone, per year.....	\$ 50.00
Office girl, per week.....	8.00
Electric engine	140.00
Electric lathe	35.00
Fountain cuspidor.....	50.00

Dental chairs	\$185.00
Cabinets	150.00
Compressor	12.00
Porcelain Furnace.....	100.00
Switch board with appliance	250.00
Typewriter	100.00

and so on ad infinitum. The list could be made much longer. In the office described in the first column such equipment was not looked upon askance ten years ago, but woe betide the up-to-date man of today who has not the articles in the second column, and he cannot claim to be up to date if he hasn't them, as they are now necessities. But how many men can afford them? Not many by comparison. Therefore how many of us are out of date, if these things are necessities? Quite a percentage. Why can't they have them? Because they can't afford them. The prices gotten in their practices will not justify the outlay. Some dentists are up to date enough to go to conventions where the dental manufacturers have their exhibits and look with envy upon the new appliances designed by experts in the profession. They would like to fit out their offices up to date, yet they keep on plodding at their work in the old way, never dreaming that they can alter their patients' viewpoint just as other merchants have altered their patients' viewpoint. It is all a matter of educating the patient and studying costs, and raising the prices, so that they can buy these new labor saving appliances and become up to date. Remember the manu-

facturer is the man who places the price on everything in your office. You were told what it costs and you paid or left it. But the majority of dentists allow their patients to quote the price of work.

Now it has been proven in previous articles that to maintain an office as above (second table) and constantly keep in touch with new improvements, takes 50c on the dollar, at present average prices, before the dentist has anything left for himself. To make a larger percentage on the dollar he will have to charge more all along the line of his work. To do this intelligently he will have to go to the trouble of "timing" himself during different operations. If he does that he will not need anyone to change his viewpoint.

All business men and manufacturers put a price on their product based on *quality of labor* and the *time* it takes, and no trouble is too much for them to go to to get results. They sit up nights and call in cost experts to help them. This brings us to the discussion of the heading of this paper. What should we conscientiously charge for plates; what should be the minimum charge?

A few months ago we sent broadcast to 40,000 dentists, through ORAL HYGIENE, a time chart for plates, asking dentists to fill in the different steps and return to us for compilation and averaging. We have received a great deal of help and this article will give

you the results. Although it emphatically demonstrates that the dentists need to be taught how to do things for their own good. Some men must have thought the timing was intended to be a race, to see how quickly they could do a certain specified piece of work and some again have been very conservative and have gotten together a very fair average of times.

The timing of operations means an average of many times (say twenty), not one case, and when a man writes that he can paint an impression, pour, model and mix his plaster right, so that it has no bubbles and every particle of plaster comes in contact with water, in two minutes and then separate and build up trial base plate, according to the latest accepted standard, in three minutes, and at this rate making a whole upper denture in 1 hour 47 minutes, then his records are not put down to average with other conservative men, who do the work more thoroughly. Such timing is not correct and it is a reflection on the compiler's intelligence to quote his figures in averaging.

The average time from the more reliable statistics result as follows:

CHAIR TIME.

	Minutes
Time consumed in making contract for plate; examination and consultation.....	30
Taking impression.....	15
Taking bite	20
Trial plate fitted.....	30
Fitting denture in mouth....	15
There shows an average of 4	

trips for the plate to be adjusted—sometimes to be scraped and troubles at other times imaginary, but consuming time about 20 minutes each visit..... 80

LABORATORY TIME.

Painting impression and pouring model	12
Separating and making trial base plate	20
Mounting on articulator.....	10
Selecting teeth	15
Articulating	46
Final waxing	25
Investing	20
Packing, putting in and taking from vulcanizer. (Does not include time for actual vulcanizing)	90
Scraping and polishing.....	60
	60) 488
	8:8

Percentage of make overs	
25%	2:0
	10:8

These times are computed from charts received from a large number of dentists and prove that work can be averaged to such an extent that a basis of price can be arrived at.

Now if it takes 50c on the dollar to conduct an up-to-date office, and if you only charge \$20.00 for a plate and it takes you 10 hours to make it, you can readily see that it costs you \$10.00 to make that plate, counting material and other overhead expenses (which lots of dentists never think about), leaving only practically \$1.00 per hour for yourself, which sum a jobbing plumber demands when he comes to open your sink. A tile setter gets 62½ cents per hour. If you charge less than \$20.00 your net earnings will

be less than a carpenter. As pointed out before, after spending your money and three years for education and taking all the responsibilities of business worries, ask yourself if you are not worth more than \$1.00 per hour?

You might say the laboratory does a lot of it and it is really not your time. You argue you can get a plate made for \$3.00 and charge \$15.00, that is \$12.00 profit. This way of figuring is not right. Too many dentists figure that way. Overhead charges and running expenses must be put against the first price, and considering that the dentist is made responsible for any work that does not fit and any make overs must come out of his own pocket, he must charge and receive the profit as if he had made the whole plate himself. *If he has to stand the brunt of mistakes of other people whom he employs he at least is entitled to the profits.* It is so all over the commercial world and is an accepted fact. A dentist of ten years' practice should be earning at least \$6.00 per hour gross—earning \$3.00 net per hour—estimating that it costs 50c on the dollar to conduct an up-to-date office.

Another point of vital importance: It has been conceded, after a lengthy canvass of the foremost men of the profession and accountants and cost experts on the side, that the highly specialized laboratory work should com-

mand as good a fee as work done at the chair.

Also it has been brought out in another paper that the *productive* time in an office for one year is only 1,000 hours, the dentist may be in his office 2,500 hours, but the leaks, considering time exceeding that contracted for, make overs, times for consultations and charity work, outside of office expenses, cut down the actual producing hours to an alarming extent.

Therefore the foregoing brings us to the crucial point that 10 hours' work on a single vulcanite plate at \$6.00 per hour is \$60.00, which is the minimum price that ought to be asked, gold plates in proportion, considering the knowledge which is put into a properly fitting denture.

This price, gentlemen, is what rubber dentures will eventually bring right along, when the dentists eventually wake up to the cost of conducting their practice and a knowledge of what is their due. There are more dentists who have realized these facts and are charging these prices than you would imagine, and at that the patient is not paying one whit more than he pays for other things, considering value dollar for dollar. The poor man who scrapes his money together and pays \$250.00 for a piano pays the salesman \$125.00 profit. If it takes the salesman one hour to sell him that piano that workingman pays him \$125.00 for one hour's

work and that salesman does not shed any tears over it either, and a piano used for 3 hours a day for 10 years, as we might say a plate is, would not be worth much at the end of 10 years. The poorest working people can and do afford and pay the various dealers a bigger rate of profit for various articles than they do the dentist, considering the length of service rendered. It is estimated that the dentist only asks 25 cents on the dollar compared with other men.

It is not right considering the knowledge required that a dentist should only receive the pay of a good workingman or artisan, and explains why, as a dean of a college once said, "that after 5 years 66 per cent of graduated dentists drop out and go to other callings." A good many dentists in the farming districts, who complain of cheap prices, claim their class of patients could not pay these prices, but do you find the merchants of the city reducing prices of farmers' necessities on that account? The farmers pay the merchant the same ratio of profit as does the workingman. Every other line of business from pins to automobiles is now controlled by interests who have educated (a little at a time) the masses (including dentists) to pay considerably more than was paid ten years ago. That is an accepted fact and the prices of dental work have not changed to an appreciable extent in the last 15 years.

It bespeaks a lack of business acumen and a laxity in keeping up with the times on the dentists' part that is deplorable and the dentists at large can protest as they may and say it can not be done, but it is being done by the ones that are "waking up," who are endeavoring and determined to secure a competency in their old age. A competency is at least \$30,000, which at 4 per cent yields \$1,200.00 or \$100 a month. Ask yourself, have you got it or are you saving it? If you are saving anything at all it is not from making plates at the present prices of 10, 12 and 15 dollars, and it behooves you to study which department you are losing money in and plates is one of them.

The remedy is to start today. The next patient that applies for a plate, do not give him any limit. Say, to start the propaganda, that he can have any priced plate up to \$60.00, and then he will naturally want to know the difference. Then show him the 20th Century articulator, the new rubbers and the new anatomical teeth, and it's up to you to work the salesmanship stunt just like it is worked on you. Don't keep on quoting 10, 12 and 15 dollars eternally. Sell service and you would be surprised within six months what a material change you can bring about amongst the very class of people you are now working for. Start today and then shortly you will be

able to fit up an office such as you have dreamed of.

There is not one dentist in a hundred who knows how long it takes to make a plate. He just charges whatever everyone else is charging. He does not know upon what his charges are based. He knows that men who were dentists before he graduated charged those prices and he does the same, thinking that they know better than he—one following

the other, like sheep. Why not get to know yourself what you are doing? Why not put up a chart in your office and time yourself and see how you stand in comparison? This is no plea to raise prices. Be from "Missouri" and show yourself, and after you have timed a few plates and made over a few more and studied the matter of cost carefully, you will not have to have anyone plead with you to raise prices.

A TOOTHACHE

An Educational Offering, Full of Human Interest, for the Benefit of Humanity

Produced Under the Direction of the National Mouth Hygiene Association, by Motionscope Company, Indianapolis—
Copyright, 1912

SYNOPSIS

Jones, at the breakfast table, gets the toothache. The peace and happiness of his little family immediately is destroyed. His daughter, Mary, goes to school and there, for the first time, comes in contact with the importance of mouth hygiene. Brush drill, mastication, etc., exercises and the inspection of children's teeth are shown. Mary's thoughts revert to her suffering father at home and by the aid of her dental literature and toothbrush, persuades her father to call on a dentist. Like his daughter Mary, Jones learns that proper care of the teeth prevents aches and pains and that the suffering incidental to visiting a dentist exists only in the imagination

of the ignorant. The dentist makes microscopic examinations, showing germ life in uncared for mouth, and points out many things of importance in mouth hygiene. Jones decides to follow his daughter's example as to use of toothbrush and has dentist to prescribe suitable brushes for each of the entire family, which he buys, vowing that hereafter the family shall take proper care of their teeth.

CAST.

John Henry Jones.
Mrs. Jones, his wife.
Mary Jones, their daughter.
Master Jones, a toddler.
Arthur Moore, a dental inspector.
Wm. Brooks, an office dentist.

Robt. Jarvis, a physician.
School teacher, principal and class.

School dental nurse.
Dental office assistant.

SCENES.

Dining room, 1 (medium).
School room, 2-4 (provided).
Living room, 5-8 (medium).
Exterior dental office with door, 6.

Interior dental office, 7 (fine modern equipment provided).

Seven interior and one exterior scenes.

Title—*How It Began.*

Scene 1. Dining room Jones' home — Jones, wife, two children breakfasting. All happy. Jones dips in morning paper—glances up occasionally, smiles at wife and children. Looks at watch—must get to business. Places food in mouth—bites down hard — paper drops — others surprised. Jones half rises, sinks again into chair. Jones grabs jaw—tooth and Jones jump — frightened family arises, Jones arises bending in pain—shoves Master Jones aside—child cries. Mrs. Jones looks for home remedies. Brings them in. Jones applies—burns mouth—Jones in greater pain—Mrs. Jones hurries cloth and hot-water bottle. Daughter looks at wall clock, puts on hat, takes school books tied with strap from chair. Turns in doorway, views mother trying to quiet raging father. Little brother cowers in corner. Daughter scared, hurriedly exits.

Scene 2. School Dentist Arrives.

Interior school room. Teacher engaged. Early pupils arrive. Enter principal, Dentist Moore and dental nurse. Principal introduces Moore and dental nurse. Dentist Moore hands teacher lesson to put on blackboard. Teacher starts writing.

Break scene. Children continue to arrive and show interest in dentist and nurse.

Break scene. Teacher finishes writing on board.

Back to scene. Mary Jones, with several other children arrive. All children curious about new lesson on board and presence of dentist and dental nurse.

Break scene. Close up view of Mary lingering and slowly taking her seat and reading the lesson on board.

Panorama — Blackboard, with Mary reading it as she lingers.

Script on blackboard:

"A CLEAN MOUTH PREVENTS PAIN AND ILLNESS."

"FOOD LEFT BETWEEN TEETH CAUSES DECAY."

"DIRTY MOUTHS BREED DISEASE GERMS."

"NEGLECTED MOUTHS CAUSE BAD BREATH—BLEEDING GUMS AND DECAYED TEETH."

"A CLEAN TOOTH NEVER DECAYS."

"CLEAN YOUR TEETH AFTER EATING."

"COARSE FOOD, WELL CHEWED, SAVES

TEETH, PROMOTES HEALTH."

Mary Jones deeply impressed.

General view of school room. Children all seated. Teacher brings class to order and introduces dentist and nurse. Dentist tells children about the teeth and will examine their teeth commencing with the children in the first five seats.

Sub-title — *Dental Inspection.*

Scene 3. Ante-room—the principal's office, with a view of the principal busy at her desk. Dentist sitting in chair with back to window at table examining child and nurse assisting. Four other children waiting.

Near view of the dentist examining.

Break scene. Title—*Dentist's Hands Never Touch Child in Examination.*

Back to scene. Child A. Dentist points to decayed and dirty teeth and makes diagram.

Break scene. Title—*The Result of Neglect.*

Back to scene. Child A examination finished — dentist hands child one diagram, keeps one, and hands one to principal—with oral hygiene literature.

Break scene. (*Accompanied with Marked Up Reproduction of a Diagram.*)

Back to scene. Continuing examination. Dental nurse busy sterilizing instruments.

Child B. Dentist shakes head gloomily and with dis-

appointed expression calls principal.

Break scene. Title—*Diseased Gums, Dirty and Decayed Teeth.*

Near view of child's mouth as dentist points out parts, and the principal shakes head gloomily and hands dentist Free Clinic card.

Break scene. Showing large clinic card.

Continues examination.

The dental nurse busy sterilizing instruments.

Break scene. Title—*Protecting Children by Sterilizing Instruments.*

Break scene. Close up view of sterilizing instruments.

Back to scene. Continues examination.

Child C. Case of adenoids.

Near view of face of this child pointing out features, narrow arch, from models.

Back to scene. Continue examination. Child D. Healthy mouth, child smiles and makes gestures indicating she uses toothbrush. Examines mouth, dentist smiles, much pleased.

Break scene. Title — A Healthy Mouth.

Parents of This Child Believe in Mouth Hygiene. (Accompanied with a Diagram Marked Good.)

Near view of this child's mouth, pointing to perfect teeth and gums, showing dentist pleased—showing models of mouth.

Back to scene. Continues examination. Child E. Irregular teeth, bad mastication.

Break scene. Title—*Indigestion, Cannot Chew Food Properly.*

Near view of mouth of this child, pointing to irregular teeth, features, showing models.

Break scene. Title—*Teaching Children to Chew Food Properly.*

Back to scene. Brief exercises in chewing. (Same as scene 2.)

Sub-title — *How to Use Dental Floss.*

Back to general scene. Dentist takes up dental floss, makes some remarks and gives it to each child—dentist and nurse guide them in the use of it.

Break scene. Title—*Brush Drill.*

Back to scene. Brush drill. Children come forward, in order, to sink and wash mouths.

Break scene. Near view of bust of one child correctly brushing teeth and washing mouth.

Scene 5. Living room Jones' home. Jones in blankets and big chair. Face wrapped in cloth, burned and swollen. Wife tries to soothe him. Master Jones enters room beating toy drum. Jones starts up impatient in pain. Child afraid of father runs from room. Enter family physician. As the doctor looks over Jones, enter Mary Jones, throws hat and school books on chair and runs to father's side. Shows him toothbrush and oral hygiene literature she received at school. Father waves it aside as the physician tells Mr. and Mrs. Jones this is not a case for him but a case for the dentist. Mr. Jones demurs, and does not want to go to a

dentist. It attracts the attention of the father, mother and the physician. They all come forward much interested. Physician looks over the literature and gestures commendingly. Mary shows the physician her toothbrush, and tells the physician she is learning to care for her teeth. The physician smiles approvingly. Father Jones finally assents that he will go to dentist and looks questioninglly at the physician as to where to go. The physician writes name and address of a dentist and directs him. Mary indicates that she will go with her papa. Father Jones seen putting on hat brought by his daughter. About to exit. Mrs. Jones sinks into chair with an air of relief and smooths head of frightened son.

Scene 6. Threshold dentist office. "Dentist" lettered on glass door. Jones lingers—frightened—head swathed in flannel—his courage fails. About to retreat—daughter pulls him back by coat tail—he peers through keyhole—daughter opens door and shoves parent within.

Scene 7. Interior dental office. Nervous Jones and daughter met by smiling dentist in white. Dental chair adjacent. Jones eyes chair and instruments in horror. Makes for door, but is intercepted by daughter. Jones finally induced to unwrap face and slowly climbs into chair with every appearance of fear—dentist examines Jones' teeth, Jones becomes comfortable and loses fear as dentist

works. Mary seated adjacent. Dentist frowns as he gets close to teeth.

Break scene. Title—*An Uncared for Mouth.*

Near view Jones' mouth. Dentist points out bad teeth and gums, instrument moves loose teeth.

Back to scene. Dentist completing work. Jones very comfortable. Dentist smiles at Mary and she smiles back, dentist pauses a moment and Jones half rises in chair and grins at Mary.

Dentist finished. Jones arises from chair, grins, slaps dentist on back. Dentist hands Jones a mirror. He sees.

Jones delighted, produces pocketbook, takes out roll of bills, hands three to dentist. Dentist hands two of them back and change. Jones insists that he take more and dentist smiling refuses. Jones and dentist very friendly. Dentist interested in Mary and makes reference to her teeth. Mary shows pamphlet she received from school. Dentist smiles approvingly. Dentist commends this work to Jones, and points out to him a picture on the wall showing oral hygiene exercises in school, shows Jones and Mary educational case containing specimens and other things of interest in this work. Dentist takes case of teeth and shows it.

Break scene. Title—*Ruined by Neglect, Barren of Teeth.* Near view of above tooth with deposits.

Back to scene. Dentist shows Jones a document.

Report of Cleveland Public School Experiments.

Back to scene. Dentist looks among other papers, shows Jones a letter.

BOARD OF EDUCATION

CLEVELAND

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Number of pupils receiving dental inspection, 20,890.

Number of pupils found to have faulty or diseased mouths, 97 per cent.

Reliably conducted psychological and physical tests in a class of twenty-seven children, selected as having the greatest oral defects in a school of 846 pupils, gave an average increase in their efficiency for school work of 99.8 per cent. This was apparently wholly due to the correction of their oral conditions and teaching them the proper CARE and USE of their mouths. The improvement in their physical and moral status was quite as marked as that in their mental activity.

C. C. ASHMUN, M. D.,
President Board of Education.

SARAH E. HYRE,
Clerk, Board of Education.

(Continued on Page 794)

EDITORIAL



GEORGE EDWIN HUNT MD., D.D.S. EDITOR

131 EAST OHIO STREET, INDIANAPOLIS, IND., U.S.A.

ORAL HYGIENE does not publish Society Announcements, Obituaries, Personals, nor Book Reviews. This policy is made necessary by the limited size and wide circulation of the magazine

AN INFORMATION CLEARING HOUSE

The Editor is constantly receiving requests for information concerning the progress of the oral hygiene movement in the various communities where any progress is being made. It is my desire to make ORAL HYGIENE a clearing house for information of this character. With a view to systematizing the information, so that it may be instantly available, I am making a personal appeal to each of you to help in this matter.

Somewhere in this issue you will find a loose leaf insert, if the girl at the print-shop put it in and it has not dropped out subsequently. I want you to fill it out, or see that the right person *does* fill it out, and mail it to me. That will cost you a two-cent stamp, an envelope, and five minutes of time. But the results will be worth it, so don't be stingy.

The blank inquires regarding dental school inspection and dental free clinics.

Under the first head I want to know whether you have inspection or not and if you have, whether it is by volunteers or by an appointed inspector or inspectors. If the latter, who appoints him and who pays him?

If your city has free dental clinics for poor children, how many have you and how are they supported? What is the cost of them?

There are enough free clinics now established to furnish a working expense basis if the information can be accumulated, digested and assimilated and that is what I want to do for all of us. Boards of health, boards of school commissioners and even city councils are beginning to ask for information regarding the cost of establishing and conducting clinics. If all of you who have had experience in this line will give me the results of it, we will have something tangible and authoritative to present to them.

This is of real importance, so please give it attention. Do

not neglect it on the score that someone else will probably attend to it. If you are not the one who *has* been actively engaged in this work, send me the name of the person in your city who has been. He might overlook this editorial but if I get his name from you, I will write him directly and be sure to get the desired information.

Do it now.

AGAIN THE LAITY NUMBER

Say, fellows, and girls, come on with those manuscripts for the next laity number. At this date, August 15, I need articles on the toilet of the mouth; care of children's teeth; care of the mouths of the sick; care of the mouths of women during pregnancy; and a lot of others.

Manuscripts must be typewritten, double spaced, on one side of the paper only. Give your full name, degrees, home city, color, and previous condition of servitude. Mark them, "For Laity Number."

We will pay five dollars per printed page for everything accepted for this number and will make satisfactory arrangements for buying such papers as are not used in this number but are suitable for publication in other issues. Come on, now. Summer is over, or will be when you read this, and the baby will need new shoes pretty soon. Eggs will soon be fifty cents a dozen and mother will be hollering for a tailor-made suit. Get together with yourself and wobble your gigantic intellect a few.

THE MOVING PICTURE FILM

The latter part of August, the moving picture film committee of the National Mouth Hygiene Association, consisting of Doctors L. L. Zarbaugh, Toledo; Justin D. Towner, Memphis, and the editor, met in Cleveland, Ohio, in conjunction with Dr. W. G. Ebersole, Cleveland; Mr. W. Linford Smith, Pittsburgh, and the Motionscope people, of Indianapolis and New York.

The Motionscope Company brought their stage manager, their best camera man, and a number of actors, actresses, and assistants on from their New York studio. The school authorities of Cleveland permitted the use of the playground of the Marion School for taking the films. Stage carpenters and scene painters prepared the necessary settings and the pictures were taken on Monday and Tuesday, August 26 and 27.

It is hoped the whole film will be ready for use at the Washington, D. C., meeting of the National Dental Association, September 10-13, but at this writing it is not certain. Certainly, most of it can be shown.

This moving picture film, a description of which will be found elsewhere in this issue, should be the best thing yet offered for the advancement of the oral hygiene propaganda.

The film is one thousand feet long and requires twenty minutes to show. Full directions concerning how films may be purchased and how they may be introduced in the "movies" at no expense whatever except the purchase price, may be obtained from the office of the National Mouth Hygiene Association, 800 Schofield building, Cleveland, Ohio.

Every state association, many district organizations, every state board of health and many city boards of health should have one of these films. A state dental association can keep a film going, showing at least twice a day, every week day, for as long as it takes to cover the state.

The Indiana and Ohio state associations have each ordered films, as has the Indiana state board of health. Who will be the next.

PRACTICING DENTISTRY

In the article entitled "The Minimum Price for a Single Rubber Denture" in this issue, the author quotes some dean of some college to the effect that sixty-six per cent. of dental graduates enter other fields of endeavor after five years or less of practice. I do not know who that dean was, but his figures are absurd. The writer of this has been "deaning it" for over fifteen years and knows they are absurd.

According to the United States census reports approximately two thousand dentists drop out of practice each year. This includes all who die and retire as well as all who go into other lines of work. If his deanship's figures were correct and we place the number of dentists in the United States at forty thousand, and there are not quite that many, twenty-six thousand six hundred and sixty-six and two-thirds dentists drop out each year. Even that chap that is two-thirds out might as well be all the way. At that rate, in a couple of years there would be no dentists.

Here is something for you to ponder over in this connection. The dental colleges for several years past have actually graduated fewer men than have been annually leaving the profession by the death, retirement and change of occupation routes. That is an absolute fact. Next spring, or certainly the year after that, the graduates will be sufficient in number to refill the ranks of the profession and perhaps care for the natural increase of population, but they certainly will not be numerous enough to care for any great increase in the proportion of those applying for dental services.

The Editor agrees with his contributor that many

operations in dentistry are performed for absurdly low fees and artificial dentures are probably the least remunerative thing the average dentist produces, unless we go into pulp canal work. But he believes that the remuneration in dentistry is greater now than it was a few years ago and that it will grow better year by year. The law of supply and demand is already operating to this effect. Good dentistry is much in demand and good dentists are being better compensated for their labor than ever before. At no time in the past has the young man had such a glorious opening as at present obtains in the dental profession, if he be skilled and conscientious. The introduction of radiography generally will make exact much of the practice of dentistry which has heretofore been largely a matter of luck and guessing and the general use of analgesia will rob the dental office of its one terror to the layman—the infliction of great pain. No calling to-day offers such great opportunities for service to humanity, combined with pleasurable work and prospective compensation, as the profession of dentistry.

The above was not written to counteract the effect of the article to which reference was made. On the contrary I cordially endorse the article and believe the writer's conclusions to be based on truths. But I do believe there is a better day in store for that elusive but numerous body known as the "average practitioner" if he will but heed articles like this and improve his business methods.

A TOOTHACHE

(Continued from page 790)

Back to scene. Bust view of Jones reading, deeply impressed.

Back to scene. Dentist shows Jones toothbrush specimen set and explains that every mouth must have a brush that is particularly adapted to it. Dentist points out the several styles and the hardness of bristles, and their use.

Jones indicates eagerly he must have brushes for every one of the family. Dentist writes prescription for a brush for each of the family, specifying style, kind of brush for each.

Break scene. Reproduction Prescription.

Back to scene. Jones and Mary bid dentist goodbye and exit.

Scene 8. Same as Scene 4. As Jones and Mary enter room Jones produces toothbrushes just purchased, holds them up in clinched hands, looking at Mary, vowing they shall be used. Mother Jones, with the baby, comes forward, looking anxiously. Father kisses mother, grabs Master Jones and tosses him. All happy. Jones produces tooth brushes and again vows they shall be used. Entire family brushing teeth.

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Do You Know Why the Tinsmith Uses a BIG Soldering Iron?

Is it to heat the solder?
Not that alone.

What then?

To heat the tin until it is in
condition to permit the
solder to take hold.

Why is that necessary?

Because a perfect joint can-
not be made on cold tin.

How does that interest me as a
dentist?

Because it is an everyday
example of something you
need to know.

What?

That gold plate should be
heated to the proper degree
before the gold solder flows.

What degree of heat is proper?

The degree that expands the gold until its pores are opened to
dovetail with the solder.

How can the solder be kept from flowing till then?

By using solder which is scientifically designed to "hold on" till then.

How can I get such solder?

By insisting on receiving **NEY'S GOLD SOLDERS** which have
almost as much gold as the plate and only enough alloy to bring
the flowing point down to the right degree.

Which solder shall be selected?

The one marked for the karat of plate you are using.

Are not all solders made in this scientific manner?

No. Some are made to flow quickly, some to sell at less than
NEY'S SOLDERS, and some to yield a greater profit.

If you insist on receiving Ney's Solders you will avoid all these.

THE J. M. NEY CO., Hartford, Conn., U. S. A.

AN IMAGINARY HEARING

Of a Chairman of an Oral Hygiene Committee by a Chairman of a Board of Education

By ALONZO M. NODINE, D. D. S., New York City

Chairman of Oral Hygiene Committee — Mr. Chairman, we wish to present and submit for your approval, consideration, and adoption the following propositions:

1. That the members of the — Dental Society be given the permission to address the pupils of the schools under your control on the subject of "Oral or Mouth Hygiene."

2. That school dental clinics be established and school dental examinations by dentists be instituted.

3. That a physical and dental examination be made of all applicants for working papers.

Chairman of the Board of Education — Question. Why should the members of the society which you represent be granted this special privilege in preference to any other men or group of men?

Ans. The society which I represent is incorporated by the laws of this state and is part of the delegated official and police machinery of the state. By law it was established and by prestige it has maintained the position of recognized authority, leadership and control of the dental profession and all

those common, scientific, ethical, educational, social, and civic interests of the public and the profession.

Question. What is the nature, the need and the object of these lectures that you ask permission to give?

Ans. By talks, lectures, or addresses it will be shown the protection and necessity, the benefit and profit, of sound, clean teeth; as well as the danger and handicap to the physical, mental, esthetic, and economic well-being of the individual, and the danger, discomfort, and economic waste and loss to the public that decayed and unclean teeth produce.

Question. What effect will these lectures have and how will they help to control and improve the conditions you have described?

Ans. As the control of these conditions is to a very great extent in the hands of the individual, the education of the individual to an appreciation of this fact—in simple language—together with instruction in the application of the principles of oral or dental hygiene will reduce to a very great extent the appalling conditions.

Question. If these lectures which you propose to

PEARLS— NOT GOLD

THE "pearly" smile is always the most pleasant and the most natural. Nature intended teeth to be white and "pearly"—not "golden."



When the

Evslin Interchangeable Tooth

is properly handled by the dentist, no gold is visible. And it's much easier for the dentist to handle the Evslin RIGHT than it is for him to handle it improperly.

There is no investing of the porcelain required during the soldering process. The Evslin Interchangeable Tooth is handled just like a pin tooth. Make your own backing—put it in place—that's all.

The first illustration shows the wedge shaped pin and the groove in the tooth into which pin fits.

The dark colored parts represent the gold backing.

The other cuts show the bite. Anterior teeth can be ground at the bite at any angle suitable for the case. The tooth slides into position over the bite, and gives protection without showing gold.



On the posterior teeth, the cusps are all porcelain. The Evslin is the only practical interchangeable porcelain cusp posterior tooth on the market, and its strength is exceptional.

Any good dealer will sell you the Evslin if you insist.

Our free booklet, which goes into details, is yours for the asking.



Manufactured by

PENNSYLVANIA DENTAL MFG. CO.

1317 Sansom St., Philadelphia, Pa.

give will accomplish what you state, does not this make unnecessary the consideration of the other two propositions?

Ans. While under perfect conditions, with absolute adherence to details in the carrying out of the principles of oral hygiene, decay of the teeth will be reduced to a negative quantity, this completeness, you will understand, is impossible with most of your children and adults. We claim that instruction in the proper and frequent use of the tooth-brush will overcome 50% to 75% of the decay. The balance of the decayed teeth should be taken care of, and for poor children we propose the school dental clinic. If we did not have the lectures to reduce the percentage of the decay, there are not enough dentists in the whole U. S. to fill the cavities now existing in the teeth of the children of New York State.

Question. Will this not interfere with and discount the lectures in the minds of the children?

Ans. No. The School Dental Clinic will supplement and complement the hygiene instruction. The hygiene instruction will make them appreciate the clinical work.

This clinic will save the teeth of the child at the time it needs them most and in a very great measure conserve them for the rest of its life.

Question. Is it particularly advantageous and beneficial to have the clinic in or adjacent to the school?

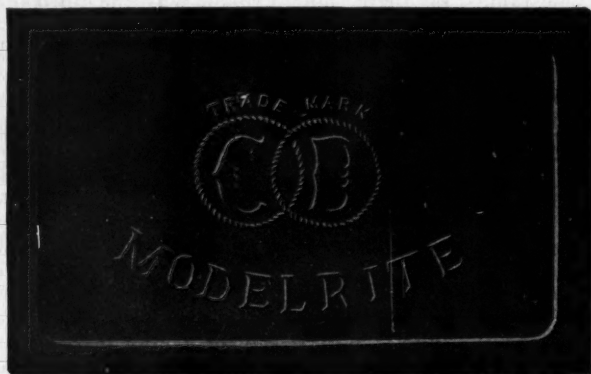
Ans. If established in or adjacent to a school it will save the time lost going to and from the clinic and a closer co-operation that propinquity makes possible.

Question. Are there not other hygienic measures of more moment and greater importance than this, that need to be provided for?

Ans. No other hygienic measure is productive of so much positive good as the restoration and conservation of the teeth. If you will consider that all the food you eat, all the water you drink, and one-third the air you breathe may pass over teeth covered with decomposing and germ-laden food left from previous meals, as well as the cups that decayed teeth become for the manufacture of pus-producing germs, you will appreciate the fact that a dirty mouth and decayed teeth is the chief source of infection of most systemic disturbances, and the harboring and reproduction of infectious diseases and dissemination of disease from and to otherwise healthy individuals.

Question. The cost of the installation of such a clinic as you propose, is the cost commensurate with the good accomplished, taking everything into consideration?

MODELRITE



THE modeling compound that dentists like to use. Its impressions are the sharpest and most accurate ever obtained.

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Sold by all leading dental dealers

Consolidated  Dental Mfg. Co.

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Boston

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Ans. In no other extensive hygiene measure is the cost so small for the results produced as the dental clinic.

Question. Is there not some other way of taking care of these children that has been tried with the same comparative good as the method you propose?

Ans. There has been no plan proposed or carried out for caring for the teeth of school children, that has been in operation continuously for so long a time in so many cities, towns and places and so successfully as the School Clinic. In no place has it yet been discontinued because it has not produced the results previously stated. In no place

has it been favorably established, and then discontinued for any reason whatsoever.

Question. Will you please explain why the third proposition is necessary.

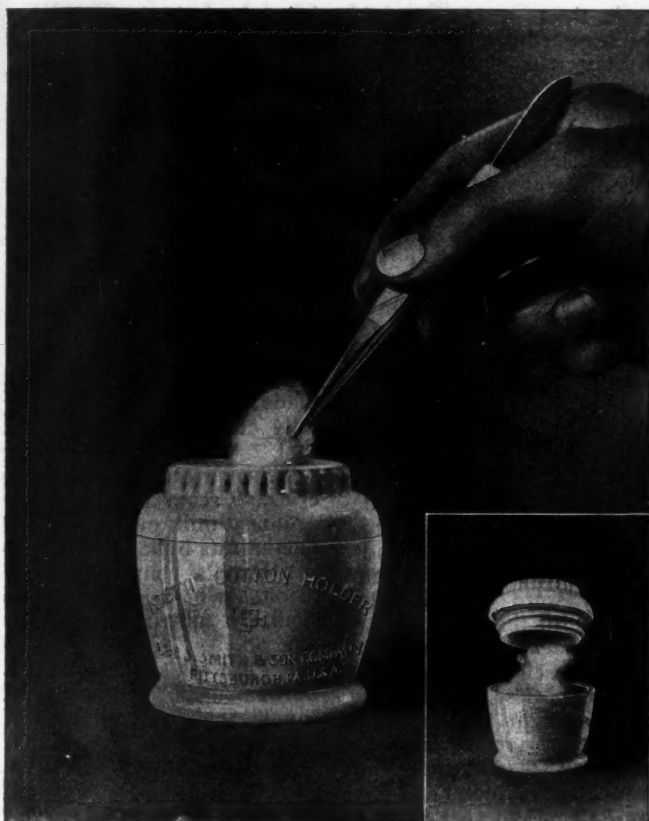
Ans. The dental and physical examination of a candidate for working papers will safeguard the individual and the public from the untimely projection of those physically sub-normal and defective into industrial activity. This will forcibly bring to the attention of the individual that his economic welfare depends on the care and protection given to the body. It will also prove a very positive way of enforcing the hygienic precepts taught.

A UNIQUE PURE FOOD CAMPAIGN

The pure food movement inaugurated by Dr. H. W. Wiley has been a most effective means of interesting the people in the question of diet, and of hygiene in general. The humblest house-keeper has become interested in the question of purity of food supplies, and often is quite intelligent upon the subject. In some instances whole towns have become aroused and a splendid public sentiment awakened. This great progress illustrates what wonderful results might be accomplished by an efficient National Department of Health, with

such a man as Dr. Wiley at its head. Those who have opposed the movement may sometime come to realize the burden of responsibility that rests upon them for the thousands of lives lost through the delay occasioned by their foolish opposition.

How a whole town may be awakened to an appreciation of the dangers of food adulteration by a tactful application of up-to-date knowledge is shown by an interesting story in *Collier's* (August 26). The whole article, of which we quote a portion, is well worth reading.



THE ASEPTIC FAMILY GROWS RAPIDLY

SOME thriving family, the "Aseptics." Last month we told you about the Aseptic Cotton Receiver. This month there's a new one that came near being a twin sister. Its name is

The Aseptic Cotton Holder

It enables you to keep cotton in a dustless, sterile condition, and being at all times in sight of your patient, it is sure to create a favorable impression on him.

Made of snowy opal glass. Price \$1.00

LEE S. SMITH & SON COMPANY
Pittsburgh, Pa.

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At the town of Westfield, be it remembered, is located a State normal school. The principal found it difficult to interest the girls in chemistry. He obtained, at last, a teacher who not only got the girls intensely interested in chemistry, but with their aid converted the town of Westfield into such a thoroughgoing pure-food town that today no adulterated food or other adulterated thing of household use can be obtained.

"The first chemistry lesson of the new term," says the writer, "taught how to take a stain out of a white dress. Interest in the department revived at once. Everybody wanted to know how to take out stains, and stains were experimented upon until the wardrobes of the students of the State Normal School at Westfield were spotless. Then Mr. Allyn taught the girls how to make flavoring extracts.

"They made their own vanilla and almond and lemon flavors and sent them to the kitchen and then criticized the pies and cakes in which they were used. Then they began to dye cloth, and their wardrobes blossomed forth in many colors. By this time chemistry had become a popular subject, and when the dyeing lessons were followed by analyses of foods it became difficult to keep the pupils out of the laboratories. Professor Allyn invited the pupils to

bring foods for experiments. Every article served in the school was tested, and the girls began to purchase special articles from grocery, drug and candy shops. The results were fascinating—and startling. One girl who brought a jar of her favorite brand of raspberry jam for analysis found it to contain inferior apples, colored with coal-tar dyes, and flavored with ether! A delightful concoction known as a tart proved to be puff-paste made with alum, with a jelly center dyed with coal tar!

"There were other discoveries. 'Cream' proved to be ordinary milk evaporated to one-half its bulk.

"'Vanilla' contained wood alcohol, which is not a particularly nutritious beverage.

"'Pure whisky' contained burnt sugar, prunes, and tannic acid. The flavor of this delectable compound was strengthened by oil of sweet almonds, *sulphuric acid, and ammonia.*

"'Strawberry jam' proved to be apple stock and coal tar dye. The pupil who analyzed this compound found some apparently genuine seeds in this mixture. A bit curious, she planted and tended them carefully, and the class shared her delight when the tiny green shoots developed into *hardy clover!*

"But perhaps the unkindest cut came in the testing of sweets. Nearly all of the

The Remarkable Bi-form Foot Controller

Control

Probably the greatest distinguishing feature of the Bi-form Foot Controller is its unequalled flexibility of control.

Lock Stop

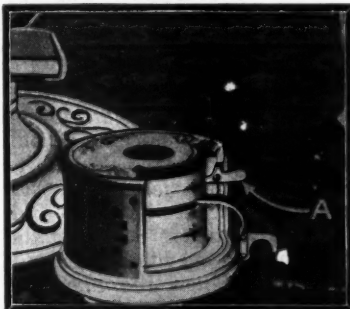
When trigger "A" is **up**, lever is held at any speed desired, until you release it by tap of the foot.

Free Lever

When trigger "A" is **down**, lever is free, so that speed is regulated by the position of your foot.

N.B. It is never necessary to take foot off floor.

Control



Accessibility

Note the upper illustration—See how all the mechanism can be lifted free of the case for inspection, adjustment, oiling, cleaning, or whatever may be necessary to keep the apparatus in perfect condition. There's no danger of getting things out of order.

This feature is exclusive in Electro Dental apparatus, and is only one of the many convenient features that make this line so attractive to the dentist who believes in keeping the efficiency of his equipment to the highest standard.

Ask us why this is your most profitable controller investment.

We'll tell you, if you'll write today.

Electro Dental Mfg. Co.
1223 Cherry Street, Philadelphia

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candy tested revealed coal tar dyes. The laboratory became gay with cloths dyed green, yellow, blue, and pink from the delectable toothsome bits of which the girls were so fond. And then there were serious discoveries concerning drugs. One pupil, whose mother had died suddenly and inexplicably, brought to the laboratory some headache tablets which had proved soothing to her mother on various occasions and which she had taken on the day of her death. An analysis revealed acetanilid in quantities large enough to have caused death. This discovery made a profound impression upon the girls. One by one they brought their favorite powders, pills, and tonics to the laboratory. Almost all of these showed traces of poisons that are sure to have a permanently injurious effect. The girls at Westfield banished drugs.

"This was practical chemistry, but it was the kind of chemistry that could not be confined to the class room. The students of the school who resided in the town warned their mothers of impure products as soon as they discovered them. Grocers, confectioners, and druggists were perplexed at the sudden falling off of a demand for one kind of goods and the sudden increase in demand for another. Moreover, the girls themselves went shopping

and, proud of their new found knowledge, expressed themselves publicly.

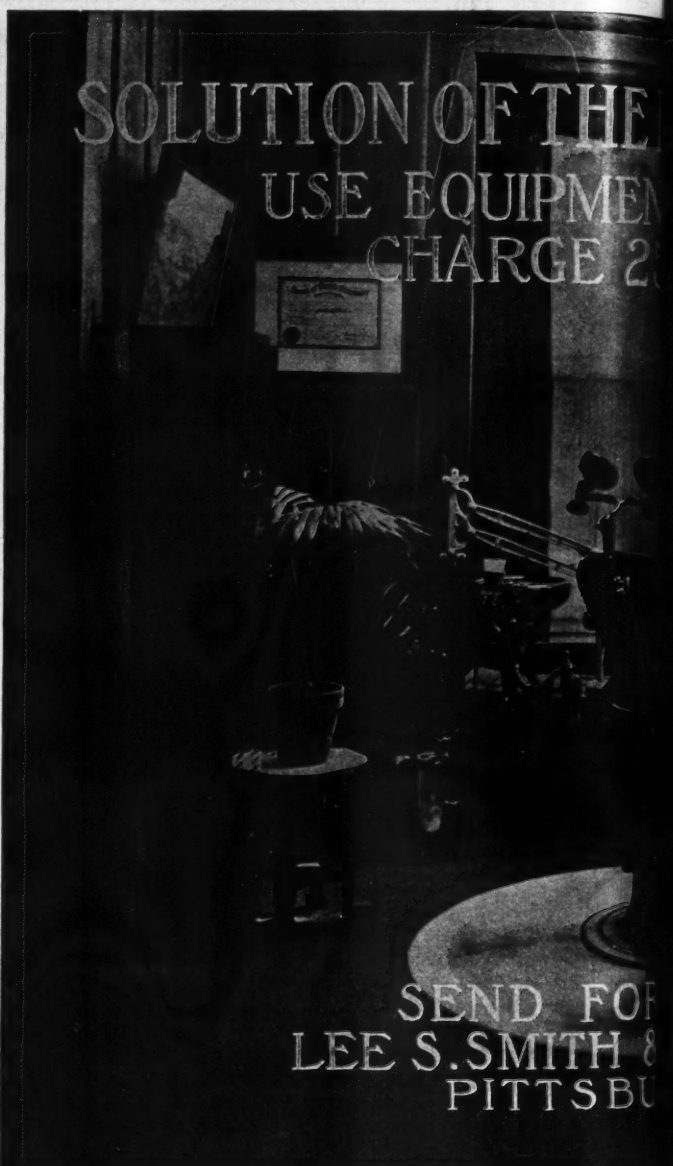
"Look at that woman buying the jam we analyzed in the laboratory,' remarked one girl to another in a perfectly audible tone in one of the best grocery shops in town. 'I'll bet if she knew that it was old apples and coal tar dye she'd think before she'd buy it.' Of course this spoiled the sale and the grocer waxed indignant. Indignation also grew among druggists, bakers, confectioners, and milk dealers. The people of Westfield were beginning to ask questions that the dealers could not answer, and, naturally, resentment against the normal school grew. Finally a number of merchants refused to supply Professor Allyn with goods. The Professor overcame this by sending the girls to make purchases for analysis, but soon even the girls found it difficult to purchase. Threatening letters began to arrive at the normal school. Drummers who came to town and failed to sell goods went back to the manufacturers declaring the school a meddlesome busybody. Then the manufacturers sent special representatives to visit and warn Mr. Allyn that he must desist.

"Just at this time the lollypop craze struck Westfield. The bright colored balls proved irresistible

JUSTI
TRUE TO NATURE
TEETH

have been pronounced, by
those who know, the
nearest approach to
Perfection in Ar-
tificial Teeth

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H. D. JUSTI & SON
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SOLUTION OF THE
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SEND FOR THE
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THE HIGH COST OF LIVING
MAKE THIS AND
2 HIGHER FEES

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& N COMPANY
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even to dignified normal students and lollypops were devoured by thousands. Then Mr. Allyn brought lollypops into the laboratory. He chose the brightest and most attractive, and the horror-stricken girls extracted enough poisonous dyes to make the school one of total abstinence as far as lollypops were concerned. Mr. Allyn made his results public, and lollypop buying in Westfield suddenly ceased, while the manufacturers sent more threatening letters.

"But the hostile feeling in the town actually hampered the school work. Goods for experiment had to be obtained surreptitiously, which was inconvenient. So a number of grocers were invited to the school to inspect the work. Eight grocers came. They looked curiously at the banners of gorgeous colors dyed with coal tar from food products, and inspected with a good deal of interest the food museum. The museum occupies a corridor near the laboratory. It consists of tall glass cases in which the foods, pure and impure, are placed. An attractive bottle of 'catsup' is labeled, 'Stewed pumpkin colored with coal tar and preserved with benzoic acid.' Then come various brands of canned goods—peas, beans, etc. On the one side the well-known pure brands are prominent. On the other are various

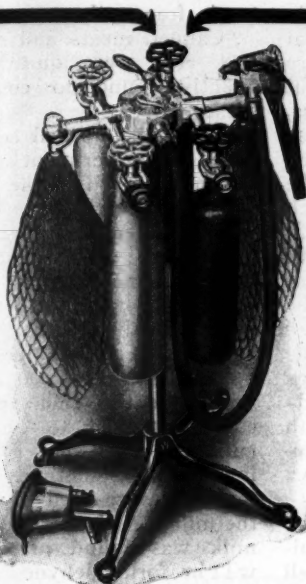
brands of 'French peas, beans, and spinach,' labeled, 'Colored with copper sulphate.' Pure olive oil faces a decoction of cottonseed oil, peanut oil, poppy seed, corn, and sesame oils, also labeled by the manufacturer 'pure olive.'

"The grocers returned to their shops interested but puzzled. Then one enterprising man tried an experiment. He rearranged his stock, putting all the approved foods to the front. When his customers appeared he recommended the brands.

" 'I've just been up at the normal school, madam,' he asserted, 'and these brands are there in the museum labeled "pure." You can see for yourself.' In twenty-four hours he found his sales increased so that he was confident that fighting the normal school had been a mistake. The other grocers were quick to follow his example. Then one man went a step farther. He assured his customers that he would not sell any goods unless they first had been approved by the school.

"Even where experts disagree about the amount of preservatives necessary to cause direct injury, they are in general agreement that the use of such preservatives permits the use of goods which are, in plain language, rotten.

"Jams, jellies, catsups, confections, gelatine, dessert



Clark New Model Gas Apparatus

Instead the CLARK OUTFIT offers a simple one-hand control which responds spontaneously with each movement to the right or left; the channels are direct, with large openings; the patient safely regulating the flow, with natural breathing.

A. C. CLARK & CO.
Manufacturers
Grand Crossing CHICAGO

Have you got a CLARK SPIT-TOON? Send for our catalog.

Don't Experiment With an Unreliable Gas Apparatus

The life of the patient, to a great degree, is in the control of the apparatus. It behooves you to select an apparatus **FREE FROM COMPLICATION.**

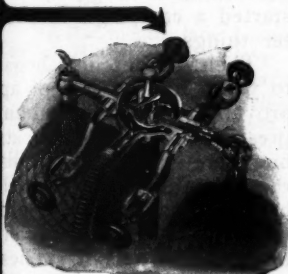
Heretofore in administering N_2O the patient was asphyxiated, rather than anaesthetized, a condition due mostly to faulty, uncertain gas outfits and unknown value of continuous mixing of oxygen.

This situation is completely reversed when using the CLARK NEW MODEL GAS APPARATUS with the CLARK SYSTEM of administering N_2O and Oxygen, the new and ideal Anaesthetic.

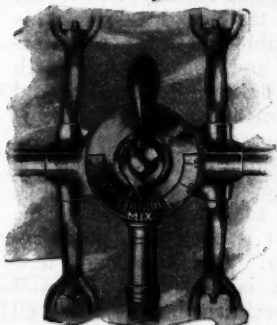
CONFIDENCE replaces **UNCERTAINTY.** The patient is being ministered to by a safe and dependable apparatus and a reliable system.

The CLARK NEW MODEL APPARATUS is absolutely void of spiral passages, small ports, numerous complicated valves, unnecessary regulations and superfluous mechanism, all of which are hazardous.

Don't invite fatalities. Investigate the CLARK APPARATUS. Compare it with others. Send for illustrated pamphlet and lectures.



**Showing Manner in Which Gases
Are Intermixed**



**Showing One Handle Control on
Mixing Chamber**

powders, flavoring extracts are often colored with coal tar dyes. These dyes are sometimes harmless, but very frequently injurious, depending on the particular combination. There is one bottle of creme de menthe at the normal school which contains a coal tar dye sufficiently poisonous to have killed two people. The bottle is almost full, but the small amount used caused the death of a man and his wife. Then the product was sent for analysis. Extracts are also adulterated with wood alcohol, and with turmeric, a fraudulent adulterant.

"Eggs and butter were found to be frequently adulterated. Eggs in the shell suffered no more than indefinite detention in cold storage, but eggs sold by the barrel to bakers are not in the shell. These are often bad eggs to which formaldehyde has been applied to kill the taste and odor. This horrible mess of putrefaction and poison comes forth as delicious cakes. And creamery or dairy butter is renovated and kept sweet by the same means. When the grocer has held butter until it is too rank to be sold, he ships it back to a manufacturer. It is steamed; new milk is added, and then it is re churned, colored, well seasoned with some preservative and returned to the grocer to be labeled 'Fresh Dairy Butter.' Cooking but-

ter is frequently renovated.

"Canned meats and sausage, etc., were quite frequently found to contain preservatives.

"Then the normal school began to experiment upon the milk served to the people of Westfield. They found a good many things the matter with Westfield milk. Sometimes it was watered; sometimes it was colored with annatto. Annatto is a vegetable dye that is harmless. It makes skim milk have the rich yellow color supposed to be peculiar to milk that is rich in cream. Sometimes coal tar dyes were used to color the milk. And, worst of all, milk was found preserved with formaldehyde and boric acid. Professor Allyn kept a specimen of milk preserved by formaldehyde for eight years and it is still sweet. Yet its use in any quantity has the most serious effects. The milk dealers fell into line with the grocers and druggists and started a campaign for better things.

"Then the butchers began to yearn for the seal of approval. It is rare to find any preservative in fresh meats, but there was danger of diseased meat, so the Westfield butchers made a practice of sending the glands of animals to the school. These were tested for tuberculosis and other disease, and promptly reported. The butchers warned the stock-



"MY DAUGHTER surprised me some time ago by telling me my teeth were beginning to show the effects of constant smoking.

"I didn't give the matter much thought, however, until one day at the office I noticed that my senior partner had the cleanest, whitest-looking teeth I had seen in many a day. Knowing he was an inveterate smoker, like myself, I asked him about it.

"He turned to me with an engaging smile—I realized then that his teeth were what made his smile so engaging—and replied 'Pebeco Tooth Paste, twice a day.'

"I took the hint and bought a tube on the way home that evening.

"A few months later I made my annual sojourn at my Dentist's. His first remark was:—

"'Humph! Must have quit smoking.'

"I smiled to myself, realizing that Pebeco had done it and that he was paying this preparation a great compliment. Later he told me my teeth were in splendid condition, and I have sworn by Pebeco ever since."

(Quoted from unsolicited letter of user of Pebeco, name on application)

Pebeco Tooth Paste inhibits fermentation and therefore prevents decay. It was originated to neutralize "Acid Mouth" in the hygienic laboratories of F. Behrendorf & Co., Hamburg, Germany. It is therefore scientifically formulated and chemically correct.

LEHN & FINK, 152 William Street, New York
Sole Licensees in America

Please mention ORAL HYGIENE when writing to advertisers.

men of the tests to come, and Westfield began to get clean meat.

"But the education of the people of Westfield did not stop with adulterants. Daily the students of the normal school work out tables as to relative values of foods. For instance, not long ago they purchased samples of all the ice cream sold in the town.

"Analysis revealed fat contents varying from eight to twenty-six per cent. The table was placed on the blackboard of the school and read by visiting housekeepers. The eight per cent man was forced out of business as a result, while the dealer supplying the rich twenty-six per cent cream is chuckling today over his increase in business.

"During nine years of experiment Westfield has analyzed twenty thousand samples of foods and drugs. Mr. Allyn has kept careful records of all the work, and the normal school today is a vast storehouse of useful knowledge which has been acquired by making chemistry practical and interesting."—*Good Health*.

IS SCHOOL INSPECTION WORTH WHILE ?

Will any good come out of it? Let the following case answer the question. In one of the county seat towns of Indiana, Mary — entered school at six years of age. She was the child of parents of more than aver-

age intelligence, but it was soon found that she could not learn and that she was especially deficient in memory. She spent four years in the primary grade of the school and at the age of ten was advanced to the second grade, not because she merited promotion, but because while her mind remained a blank her body continued to grow until she had outgrown the seats in the primary room. By this time she had come to be looked upon as a dullard by everyone. Her schoolmates taunted her and treated her with contempt. Her teacher said: "She is feeble-minded." Her parents kept her always in the background, because they felt keenly the shame of her "mental weakness," while the community said: "Isn't it too bad that Mary isn't just right?" So Mary was forgotten in the discard. In May, 1910, near the close of Mary's second year in the second grade, an inspection of a few of the "repeaters" in this school was made, and Mary, being the chief offender, was brought in. A glance was sufficient to determine that Mary was a mouth breather and had been undergoing continuous air starvation for years. The characteristic expressionless face, the open mouth, crooked teeth, broadened nose, nasal voice, could have but one meaning. A close inspection revealed enlarged, infected tonsils, with en-

Dental Hypodermatic Outfit

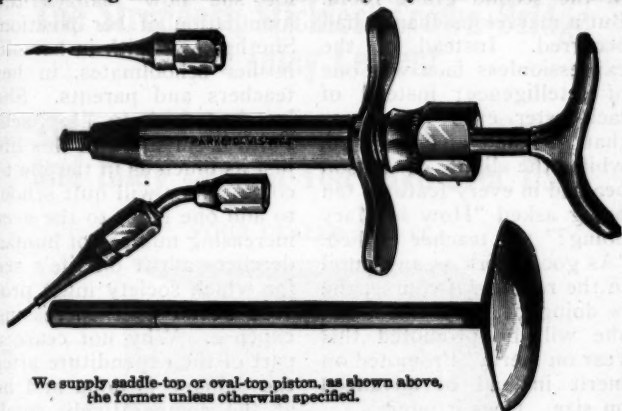
(P. D. & CO.)

EVERY DENTIST SHOULD HAVE ONE.

This outfit consists of one Metal Dental Syringe, Improved (see cut), fitted with adapter and butt for Schimmel needles; one vial of 25 Hypodermatic Tablets of Adrenalin and Novocaine (H. T. No. 188), and one vial of six Schimmel Aseptic Dental Needles (large or small as preferred).

Metal Dental Syringe, Improved.

This is the most practical and satisfactory dental hypodermatic syringe on the market. It is attractive in design, handsomely nickel-plated, strong and durable. It has a capacity of 30 minims and is so



We supply saddle-top or oval-top piston, as shown above, the former unless otherwise specified.

constructed that no leakage can occur even under great pressure. The piston is a straight rod, nickel-plated and polished to a smooth surface. It fits the barrel loosely, will not bind, and no degree of pressure can bend or injure it while in use.

(We also supply a glass-barreled dental syringe, without needle, which may be had with our Dental Hypodermatic Outfit instead of the syringe above illustrated. If this is wanted, specify "Glass-Barreled Dental Syringe.")

Curved Attachment for Needle.

This feature is included in each Dental Outfit. It facilitates the injection of anesthetic solutions into the gums at points not otherwise easily accessible.

PRICE OF COMPLETE OUTFIT, \$2.00.

Home Offices and Laboratories,
Detroit, Michigan.

Parke, Davis & Co.

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larged adenoids completely blocking the nose. Her teacher was advised to have a conference with her parents, which she did, with the result that in August, 1910, Mary's tonsils and adenoids were removed. In September Mary entered her third year in the second grade. In February of this year I again visited this school. Did I know Mary? Yes, because I looked for the largest girl in the second grade room. But a marvelous change had occurred. Instead of the expressionless face was one of intelligence; instead of lack-luster eyes were eyes that gleamed and sparkled, while the light of reason beamed in every feature. On being asked "How is Mary doing?" the teacher replied. "As good work as any pupil in the room. Of course, she is doing primary work, but she will be promoted this year on merit." Promoted on merit instead of advanced on size. Does it pay?

In that particular school it costs \$45.00 each year for each pupil in the school. It has cost the school board of

that city \$225 to keep Mary in school for five years, during which she has made no advancement on account of an unrecognized physical defect. But there is a human side to this as well as an economic side. Mary is now 13 years old and ready to enter the third grade. In another year she will be 14 at which time the "statute of limitation" will expire and Mary will refuse to go to school longer for she now realizes the humiliation of her position. She has lost faith in herself, in her schoolmates, in her teachers and parents. She has lost faith in life itself. Faith is salvation in this life just as much as in the life to come. Mary will quit school to add one more to the ever increasing number of human derelicts adrift on life's sea for which society must provide at an ever increasing expense. Why not cease a part of the expenditure after the damage is done and be at the comparatively small expense of efficient school inspection in order that the damage may be prevented?
—*Indiana Health Bulletin.*

HOUSE FLIES

JAMES N. SIMPSON, Pittsburgh

There have been many things said in the way of condemnation of our modern house fly. If he could speak in our language he could tell us of many wonderful things he has done for our good.

The very minute a body falls dead our good flies begin to work on it, lay eggs for germs to eat it up or consume it so that we may not be any further annoyed with the stench of the carcass. A

The next thing to a good wife is a good cement. We cannot furnish you with a wife, but we can furnish you with

The Best Crown-Bridge and Inlay Cement

The Strongest, Stickiest Crown-Bridge
and Inlay Cement

The Most Satisfactory Crown-Bridge
and Inlay Cement You Have Ever Used

YOUR DEALER HAS IT



LEARN TO SAY FELLOWSHIP

Manufactured by

Dental Protective Supply Co.

2231 Prairie Avenue

CHICAGO

fly you will see always cleaning his feet and that is what a great many men do not do.

If we do not want him to visit our houses, we should encourage our maids or housewives to starve him, for he will not stay where he is being starved; just the same as the house cat, if you do not feed him he will go where food is. I would recommend a practice very plain and simple: That all eatables in the household be kept under cover, except while being used, and immediately after all meals that everything be cleared up and both kitchen and dining-room be darkened until time for the next meal, during the summer months.

It is the practice in many homes to allow their leavings and dishes on the table to remain for hours before being cleared away. Naturally, as a result, the leavings begin to decay, as all such things do that are idle, and the fly begins to work on the "dead carcass," which he discovers far more readily than the human eye, for that is his business, and he also wants something to eat to keep him alive for that purpose. A fly cannot bear the pure, fresh air; he dwells where idleness, rot and decay is, for he cannot stand activity and prosperity. Activity is a great part in our lives and usefulness. The fly is better than he has often been painted; his mission is to consume the dead and idle and useless in

this old world, so that others more useful may live more happily. Just the same with the bed bug; he also dwells where carelessness is; he lives in the dark under cover and that might be the reason why he is a bed bug. Give him ventilation, cool air and light, and you will find he will disappear without the use of chemicals. The presence of both these insects is nature's warning that all is not well there. Windows in our houses should all be lowered from the top about three or four inches and the blinds also lowered about the same so that ventilation can be had while the blinds are drawn down. Flies do not call where cleanliness, purity and activity is, for they know there is no business there for them. They are always alert for the lazy, dead and idle.

If we set up meals for the fly we are his hosts and must entertain and bear with him as long as he comes. Of course, we will always have a few callers, but few come that are not fed or invited.

Screens on windows will not keep the fly away altogether any more than our locked doors keep the burglar out where he knows there is something he may gain access to which might help to keep him alive.

Cleanliness, coupled with regularity of our homes, must surely lead to a great extent, to the elimination of our house flies, and such regulation taught in our



The call everywhere is for the WEBER Fountain Cuspidors

The Originality, Perfect Working Quality,
and Good Taste displayed in design and
finish make it the special preference of the
most discriminating buyer.

For sale by good Dealers everywhere

Have you heard of our liberal Exchange Proposition?

THE WEBER DENTAL MFG. CO.
CANTON, OHIO, U. S. A.

Write for Catalogue descriptive of the Weber Fountain and
Reservoir Cuspidors at prices ranging from \$25.00 to \$40.00

homes would help to support to a greater degree the idlers of our national government, which is supposed to be kept up and regulated so as to have power to protect our homes.

The fly has come into the world to stay and he is going to stay with us just as long as we are careless enough to leave things around for him to clean up. That is what he was created for; to clean things up after our own carelessness. He has a purpose to live for and that is what a great many people do not have. He is always alert upon every occasion and always busy. Do not try to destroy him; leave him alone and we had rather mind our own business like the busy fly is minding his. Just do not entertain or feed him and he will not call, or at least his calls will be few.

Idleness, laziness and neglect of duties which should be performed by the housekeeper for the benefit of those depending on good services there will surely lead to miserable results.

With the immense amount of work the fly must do to perform the duties he was created for, I rather believe he has in the past been somewhat overtaxed considering the few months out of the year the warm weather permits him to stay to do his duty.

We must not lay all evil on the fly. A fly, it seems to me, has a most powerful influence over man. There

have been cases known where he has stirred to activity a lazy bald-headed man on a Sunday; I have also seen him make the "dumb," the lazy and the idle speak with such force that it almost sounded like the roar of an active volcano throwing forth cinders after the fly had simply performed his mission.

A great man in olden times warned the people and rulers of a certain city in some way to this effect: That if better regulations were not carried on or practiced in the way of better usefulness and activity along the lines of progress towards industry and cleanliness in the homes of that city, that in time to come the owl and the tiger would dwell there. The ruins of an ancient city can be seen there today and the owl and the tiger are there. Activity along the lines of industry with practical common sense used every day might have saved it from disaster. We, at this age of the world had better watch the fly, for if we fear him and fight him, and at the same time neglect the first duties of our household, he may become heir to the throne and prove to be the modern owl and the tiger of our present or maybe past civilization some day.

Irregularities and slothfulness in our homes is what gives the fly his greatest authority. Regularity is the power of authority back of

THE dentist who utilizes every means and effort to make dentistry absolutely painless is a real philanthropist.

Attaining this position is an easy matter—if you use **VELVO PHENOX**. This is a powder and liquid preparation, the application of which permits you to excavate sensitive dentine without injury to the pulp, and without causing your patient the slightest pain.

And all this in from twenty-four to forty-eight hours after application of **VELVO PHENOX**.

Mail us your professional card and we'll send you a full size packet. Try it thirty days. If satisfied, send us \$1.50—if not, return unused portion.

THE VELVO DENTAL SPECIALTY COMPANY

18 Broadway, New York, N. Y.

every throne or household, but cleanliness must dwell there just the same as such practice is necessary for the success of every business.

I have even witnessed cases where tightly fitted screens had to be removed so as to drive out great swarms of flies that had no doubt been bred behind the screens. Screens had to be opened to let them out.

If we are going to be lazy and stupid and idle enough to leave everything open for the fly to feed upon in the way of filth and feed, in our homes, to sustain him, that he may be able to further increase the population of his race, it may be possible that we would have yet enough civilized intelligence left to be able to educate him to better manners than he has been guilty of in the past.

A WHOLE HOG OR NONE

Bunge, of Basle, the world's great authority in physiologic chemistry, has for several years been calling attention to the fact that flesh-eaters are subjecting themselves to lime starvation because they neglect to eat the bones of the animals of whose flesh they partake. The human body discharges each day about thirteen grains of lime. A portion of this is discharged through the kidneys, but most of the lime is excreted through the mucous membrane of the intestine, and hence leaves the

body through the bowels. Flesh meats contain about half a grain of lime per pound; so to get the lime required for one day in the form of flesh, one must eat twenty-six pounds of meat. This is of course impossible. A diet made up of wholesome vegetable foods contains the proper amount of lime. For example, a pound of wheat contains four grains of lime; a pound of peas, eight grains; a pint of cow's milk, fourteen grains. Natural foods contain an abundance of lime. Nature is wise and never forgets any essential thing. When we change the order of nature, we are likely to get into trouble because of our ignorance. So long as a man eats such food as is natural to him he gets all the lime he needs without giving the matter any thought; but when he eats meat, he does not get the lime which he requires.

The reason for this is obvious. When a hog or an ox eats corn, the corn provides the lime which is necessary, but in the process of nutrition the lime is deposited in the animal's bones. The bones of the animal contain nine-tenths of all the lime in its body; so when an ox or a pig eats corn, he eats the whole corn and so gets all the lime that is needed. But when a man eats pork or beef, he does not eat the whole hog or the whole ox, but only

A New Cabinet

FOR YOU



YOUR office furnishings are your second clothes. Just as you wouldn't think of wearing clothes which are shabby, so it is bad business to let your office equipment get shabby.

Frequently the busy Dentist forgets how long he has had his cabinet—doesn't realize that he needs a new one. Is this your case?

The cabinet illustrated may be just the one to meet your needs. It is the popular low design—popular because of its convenience and its attractiveness.

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 Quartered Oak \$110.00
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Write for our Catalog, turn to page 37 and let us describe this cabinet to you. On page 36 of the catalog it is illustrated in natural colors, so that you can see just how it will look in your office.

The American Cabinet Company

Two Rivers, Wisconsin

Dept. F

the soft portion, which contains almost no lime. A carnivorous animal is, by instinct, led to obtain this element by chewing the bones as well as the soft parts. This fact is well known to travelers. In proof of the statement, we quote the following from a letter just received from Mr. J. B. Willsea, of Fruita, Colorado, a frontiersman well acquainted with the habits of the animals of the Rocky Mountain region:

"When a wolf devours a hen, he eats the entire fowl, even the head, feet and pinion feathers of the wings, but in the case of a very large rooster, he sometimes leaves the feet and head. Occasionally the gizzard of a fowl is left, but not often, probably on account of the gravel it contains. So you see his digestive powers are not at all feeble so far as animal food is concerned."—*Good Health.*

A BLACK CRAPE

Before the house where a colored man had died, a small darkey was standing erect at one side of the door. It was about time for the services to begin, and the parson appeared from within and said to the darkey, "De services am about to begin. Ain't ye a-gwine in?"

"I's would if I's could, parson," answered the little negro; "but, y'u see, I's de crape."

FILLING THE LARDER

Vox Populi—"Do you think you've boosted your circulation by giving a year's subscription for the biggest potato raised in the county?"

Editor—"Well, mebbe not, but I got four barrels of samples."

RIGHT

Collector—Ticket, please.

Passenger—'Aven't got it—losht it.

Collector (making out ticket)—Six and five, please.

Passenger—Hic—eleven!—*London Opinion.*

His companions bent over him with pitiful earnestness, and stared beseechingly into his waxen features. Again came the flutter of the eyelids, but this time his will mastered approaching death. His lips weakly struggled to execute his last commands, and the friends bent closer to hear the faltering whisper. "I am—gone? Yes—er—I know. Go to Milly—Tell her—er—I—died with with—her name on—my lips; that I—er—have loved—her—her—alone—er—always. And Bessie—tell—er—tell Bessie the same thing."—*London Telegraph.*

The greatest social service that anyone can perform is the service to children, for it reflects itself in the mature man and woman in less than one generation.—*David Gibson.*

*You're safe in
using Aschers
Improved Arti-
ficial Enamel—*

YOU can make a permanent and beautiful filling with Aschers Improved Artificial Enamel in half an hour—but it required fourteen years to make the first filling.

The fourteen years were spent in the tireless pursuit of an ideal. That ideal was a silicate filling that would have the hardness and translucency of the natural tooth, that would not discolor and that would preserve the tooth and the pulp.

That Aschers Improved Artificial Enamel is the ideal silicate filling is demonstrated by eight years of experience in the mouth.

You can safely stake your reputation on almost every filling of Aschers Improved Artificial Enamel.

In its Improved form it is easier to mix, more adhesive, and gives twice the time for working before it sets.

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Send today for "The Only Way" and post yourself regarding this wonderful filling.

You use agate or tortoise shell instruments for working silicates because steel discolors. TANTALUM BURNISHERS cannot discolor and they are strong as steel. They will last a lifetime. The agate or tortoise shell instruments you break in the next year or two will more than pay for TANTALUM BURNISHERS—and you'll still have the instruments. Begin to save your money now. **Ask for leaflet showing twenty-three styles.**

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Pulp Spot's method is infinitely **superior** to the **old way** of digging out tissues in the root canals and then **attempt** to fill these crooked canals. Extirpate pulp in **Chamber** only! Leave canals alone. Saves **time, labor** and **worry**. A **permanent** filling can be made at the **first sitting**! Works like a charm in 6 and 12 year old molars in children 7 to 14 years of age. The use of Pulp Spot is

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W. IRVING THAYER, M. D., & SON

WILLIAMSBURG, MASS., U. S. A.

GAMES WENT WRONG

The stranger laid down four aces and scooped in the pot.

"This game isn't on the level," protested Sagebush Sam, at the same time producing a gun to lend force to his accusation. "That ain't the hand I dealt ye."

Manager—"Sir, your performance of Hamlet is the very worst ever presented behind the footlights. If there had been any money in the house I should have been in honor bound to return it at the doors. As it is, several friends have sent in and ordered me to remove their names from the free list."—*Silent Partner*.

John had been very disobedient, and his mother, with a sad face, called to him to come and receive the punishment that followed an infringement of that particular rule.

"Just one minute Mother," begged John. He knelt down beside his bed and in a very earnest voice said: "Oh, Lord, you've often promised to help us when we needed it. Now's your chance."

Henley—How are you getting on with your writing for the magazines?

Penley—Just holding my own. They send me back as much as I send them.—*Boston Transcript*.